

Content Marketing: Implementation

Andrew Whalley



ANDREW WHALLEY

CONTENT MARKETING IMPLEMENTATION

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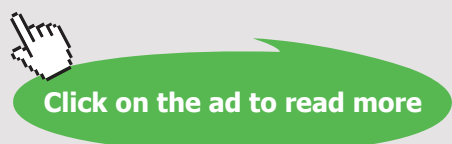
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CONTENTS

	Part Two	6
1	Implementation	7
1.1	Understanding the buying process	7
1.2	The content audit and the buying process	8
1.3	Identify and fill the gaps	9
1.4	Understanding your customer’s language	10
1.5	Customer Journey maps	17
1.6	Create a six-month plan	21
1.7	Writing Content briefs	21
1.8	Feedback is essential – talk to the Bloggers	24
1.9	Write a promotional plan	24
1.10	Allocate resources	25
1.11	Project Creation	27
1.12	Multiple Content – One Idea	31

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1.13	Publish the content	43
1.14	Promoting the content	44
1.15	Getting your content Shared	47
1.16	Analytics: measuring success	48
1.17	Reflect and Review	56

PART TWO

1 IMPLEMENTATION

This is part II of III. Head to “A guide to content marketing”.

1.1 UNDERSTANDING THE BUYING PROCESS

In both B2C and B2B customers become aware of your brand at various stages of the buying process; some accidentally and some through deliberate search with a potential purchase in mind. By understanding the process of buying you will understand the frame of mind and the changes to it, as the potential customer moves along the buying process. Not only does each stage have its own characteristics, you'll need to understand your personas at each stage too.

Feedback from your customer service and sales team are vital in the creation of buying personas. They understand consumer pain points at all stages in the buying process, giving you real insight into their needs.

Generally, the buying process begins with an awareness of need. At this stage potential customers need to be convinced that they are in need of your product. Note this is a general need, e.g. for toothpaste.

Once the need is recognised the potential customer will begin the next stage, consideration and research. At this point the consumer has an increased but greater interest in the product and will be searching for information to assist their decision.

The next; interest step, is an expansion on this and its at this stage that the focus is on what is special about your brand, company and product as opposed to others.

The Preference stage begins when a more active comparison between brands, often looking at value and quality, but importantly utility to them as a user/owner.

The Purchase stage follows this, converting the consumer's interest into a transaction and ownership/consumption.

The final stage, loyalty, is often disregarded as it comes after the purchase. But this is a major mistake. The expressed loyalty of existing customers can be harnessed as a major source for influence and content marketing – especially towards potential customers in the Consideration – Preference stages of the buying process. It is also an expression of existing

customers willingness to return and repurchase; this is what branding has at its core and you will recall one of the aspects of marketing that content marketing excels at.

STEP ONE – YOUR BUYING PERSONAS

It's important to always keep your personas in mind – now its time to consider how each of the stages in the buying process might influence each of them. Once you've done that you can think about the content needed to support each persona at each stage. Don't worry this sounds complex but a lot of these needs will be the same and the final overall content requirement will not be as large as you might fear. Indeed, in this regard in mirrors the STP process in strategic marketing, see <http://www.e-booksdirectory.com/details.php?ebook=4823>

STEP TWO – DRAFTING QUESTIONS

For each stage and persona brainstorm all the questions and issues from the persona's perspective. You need to build answers to these into your content – this is a little like generating an FAQ response.

STEP THREE – SAMPLE SCENARIOS

Do some example scenarios – work through your customer touchpoints to ensure your network links are working and easy to use. You can even use these as the base for narratives within your content plans.

1.2 THE CONTENT AUDIT AND THE BUYING PROCESS

Yes, I know you've already done an audit earlier (covered in book one) but this one is a little different. Here were looking at the effectiveness of your content as it maps to the personas, target audience and buying process. This is a 'ducks-in-a-row' check, so see exactly what your content is achieving. It also fits nicely with the axiom 'measure twice, cut once' in avoiding costly errors.

There is also the possibility that by doing this you'll spot something that your content is achieving that wasn't intended. This can then be fed into your personas, was there a gap? Something missed the first time? Or is it serendipity at work?

To my view the best way of doing this is to create a table; personas across the top and buying process down the side. You then need to consider each piece of content on your site and match it to a stage of the buying process.

Note; some content may cover more than one stage of the buying process, indeed I hope so! Thus, it's possible to put a piece of content in more than one box. Following this, think about which of your personas the content is most useful to and fill in the appropriate box.

STEP ONE – WHO IT SPEAKS TO

Identify the persona who finds the content useful and interesting. Why is it useful?

Call Centre Boss	Mark the manager	Hectic Helpline Helen	Sally's Specialty Sales Company
Age: 30-40 Gender: Male Role: Managing a team of call center agents Needs: Efficient, reliable, and cost-effective solutions for customer service.	Age: 40-50 Gender: Male Role: Managing a business Needs: High-quality, reliable, and cost-effective solutions for business operations.	Age: 20-30 Gender: Female Role: Customer service representative Needs: Quick, efficient, and helpful solutions for customer issues.	Age: 30-40 Gender: Female Role: Sales representative Needs: High-quality, reliable, and cost-effective solutions for sales and marketing.

STEP TWO – WHAT IT SAYS

Pinpoint content to buying stage, what messages does it send in each stage?



STEP THREE – HOW THEY REACT

Does the content lead the persona along the buying process?

1.3 IDENTIFY AND FILL THE GAPS

Now your audit is complete any gaps can be identified, and plans made on how to fill them. Refer firstly to your existing content though, even ticked boxes need to be looked at for efficacy and potential. Ensure step three of the last audit is true; remember all the important aspects of a stage in the buying process need to be addressed to let a potential customer move to the next.

Note that whilst content may overlap personas and stages, it is vital to address the significant areas for each persona in a stage to allow them to progress. This means you need to have fully understood their needs and mapping them to your goods and services. If you struggle to fill gaps, go back to your benchmarking and see what's working for others.

STEP ONE – EXISITING CONTENT

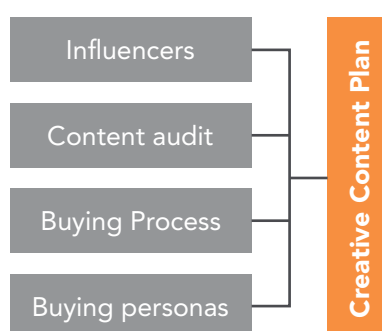
Is the content good enough? Does it deliver expected results? If not fix or repurpose

STEP TWO – PRIORITISE THE GAPS

Prioritise the areas that will give the greatest benefit to address first. Get to the others in order. Don't spread your efforts too thin; focus.

STEP THREE – COBINE BOTH

Work towards a content plan that encompasses fixing what is important alongside maintaining what works. Don't let performance slip through concentrating on one over the other.



1.4 UNDERSTANDING YOUR CUSTOMER'S LANGUAGE

At this point let's review the tools you can use to identify the terms customers are using to find you;

1. Google Keyword Planner
2. Google Analytics
3. Google Suggest
4. UberSuggest
5. HubSpot Keyword Tool

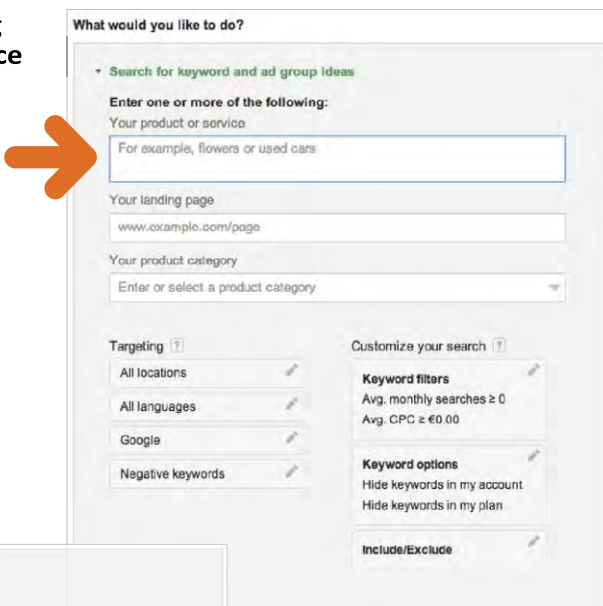
Google Keyword Planner

Google recently launched a new Keyword Planner in place of the old Keywords tool, it simplifies keyword research and campaign planning.

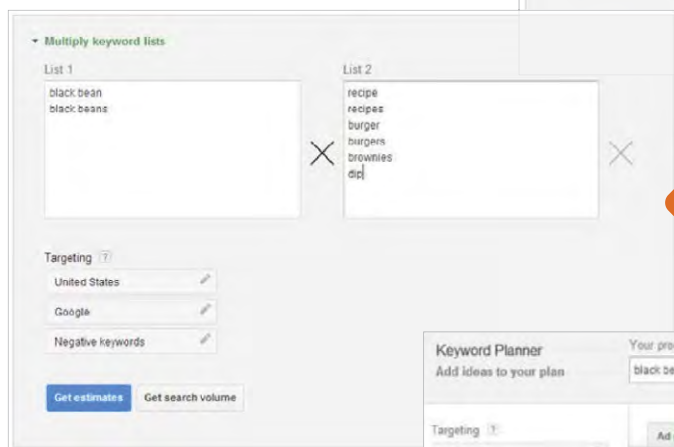
The Keyword Planner can be used to search for keyword and ad group ideas. Enter a keyword or phrase, the URL of a landing page and/or an Adwords category, and the Keyword Planner will return some potentially relevant keywords. Each keyword is accompanied by the average number of times per month for which that exact phrase was searched, the phrase's competitive score and its average cost per click (CPC).

Using the tool helps because if you know what your customers are searching for you can incorporate this into creating content that gets you found. The tool also gives every possible combination of keywords that you provide it with, e.g. multiplying a list containing ‘kidney bean’ with a list containing ‘recipe’ and ‘burger’ would result in the following combined keywords: ‘kidney bean recipe’, ‘kidney bean burger’, etc. which should give you endless blog titles!

1. Get keyword ideas by providing info about your product or service



2. Combine multiple keyword lists to get long-tail keyword ideas



3. Your ideas report will look something like this

Search terms	Avg. monthly searches	Competition	Avg. CPC
black beans	14,800	Low	\$0.75
black bean recipes	18,100	Low	\$0.76
black bean burgers	14,800	Low	\$0.52
black bean brownies	14,800	Low	\$1.18
black bean and corn salad	6,800	Low	\$0.18
black bean burger	6,600	Low	\$0.50

Google Analytics

Google analytics (GA) lets you measure sales and conversions and also gives you fresh insights into how visitors use your site; how they arrived on your site and how you can keep them coming back.

GA offers many tools you can use for getting content ideas. Simply add the GA code to your website and start tracking the terms that bring people to your website as well as how each individual page of your website is performing.

Top Performing Organic Keywords

1. how to use photoshop
2. pinterest
3. branding strategies
4. hubspot blog
5. how to make a qr code
6. hubspot
7. sales quotes
8. what is groupdeal tools working from home deal
9. how to search in google
10. how to create a qr code



Use the organic search terms to guide your writing. Create content around the keywords used by your prospects and leads that got them to your website to attract even more people who experience the same issues and challenges. You can view your top organic keywords, best performing articles and create custom reports to look at the engagement of your content. All of which helps you better understand what content you should be

Top Performing Articles



1.	How to Create a Facebook Business Page in 5 Simple Steps (With Video!)
2.	15 Phenomenal TED Talks You Need to Watch Today
3.	How to Create Custom Tabs for Facebook Business Pages
4.	The Ultimate Cheat Sheet for Creating Social Media Buttons
5.	The Ultimate List: 50 Local Business Directories
6.	How to Create a QR Code in 4 Quick Steps
7.	The New Gmail Inbox: How It Works and Why Email Marketers Should Pay Attention
8.	The Top 10 Most Remarkable Marketing Campaigns EVER [Slideshow]
9.	The Ultimate Cheat Sheet for Mastering LinkedIn
10.	20 Things Every Graduating Marketing Student Needs to Know

Google Analytics Custom Reports



Entrances / Pageviews ?	Bounces ?	Bounce Rate ?	Unique Pageviews ? ↓	Pageviews ?	Avg. Time on Page ?
56.37% Site Avg: 56.37% (0.00%)	324,906 % of Total: 100.00% (324,906)	70.53% Site Avg: 70.53% (0.00%)	690,648 % of Total: 100.00% (690,648)	817,293 % of Total: 100.00% (817,293)	00:02:49 Site Avg: 00:02:49 (0.00%)
82.02%	206,341	70.15%	303,929	358,597	00:04:16
66.02%	24,188	86.95%	36,201	42,135	00:07:02
22.01%	6,424	70.23%	35,647	41,560	00:02:14
71.87%	15,142	82.48%	21,580	25,542	00:04:41
20.41%	3,065	56.44%	20,732	26,603	00:01:17
24.36%	2,790	51.16%	17,889	22,390	00:01:29

Google Suggest

Google Suggest is a very simple and often overlooked method of finding out what people are searching for



And scrolling to the bottom of the search results page will provide you with an extra helping of awesome blog titles! Magic!

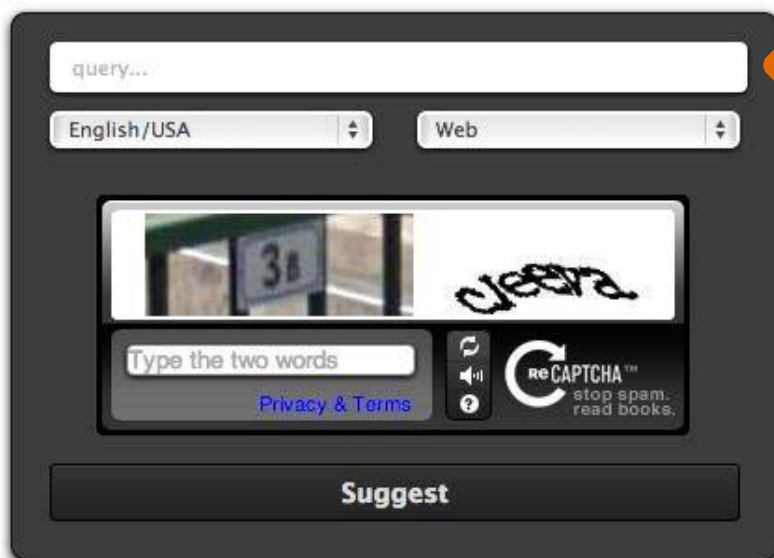


UberSuggest

UberSuggest is a free keyword suggestion tool that makes good use of Google Suggest and other suggest services.

Simply type a term into the search box, choose a language and a source and UberSuggest will extract suggestions for it.

With this keyword tool you can instantly get thousands of keyword ideas from real user queries. You can use it to get ideas for your next 100 blog posts and put your ideas in an editorial calendar.



For example, if you do a search on apples...

You will get results for apples + every letter in the alphabet



↑ apples

- + apple store
- + apples to apples
- + apples
- + appleseeds
- + applesauce cake
- + applesauce
- + apples to apples online
- + applescript
- + applesauce muffins
- + appleseed xiii

↑ apples +

- + apples to apples
- + apples to apples online
- + apples in stereo
- + apples and bananas
- + apples and honey
- + apples nutrition
- + apples number
- + apples and oranges
- + apples and bananas song
- + apples for dogs

↑ apples + a

- ➕ apples and bananas
- ➕ apples and honey
- ➕ apples and oranges
- ➕ apples and bananas song
- ➕ apples and bananas lyrics
- ➕ apples and dogs
- ➕ apples and more
- ➕ apples and weight loss
- ➕ apples and pears
- ➕ apples and onions

↑ apples + b

- ➕ applebees
- ➕ apples benefits
- ➕ apples bakery
- ➕ apples bad for dogs
- ➕ apples baby food
- ➕ applebees menu
- ➕ apples bodybuilding
- ➕ apples bar and grill
- ➕ apples burn fat
- ➕ apples bad for you

HubSpot's Keyword Tool

HubSpot's keyword tool lets you analyse your keywords, increase your ranking and calculate your search ROI.

The HubSpot keyword tool helps you understand what keywords are currently attracting people to your site. It also shows you relevant keywords that you might not be currently ranking well for. This helps you understand what topics you should be addressing in your content.

The screenshot shows the HubSpot Keyword Tool interface. At the top, there are four summary boxes: '589 Keywords Ranked in Top 3', '871 Keywords Ranked in Top 10', '503 Contacts Generated', and '\$95,958.01 Estimated Savings'. Below this is a navigation bar with 'Actions', 'All Keywords', and 'From all campaigns' filters. The main table lists keywords with columns for Source, Visits, Rank, and Difficulty. The 'hubspot' keyword is highlighted in blue, showing 10,386 visits and rank 1. On the right side, there is a sidebar with 'Add keywords' (2,377 Total Keywords), '10,000 Keyword Limit', and options to 'Manage campaigns', 'Set your location', and 'Export these keywords'.

See how many visits your keywords are getting, where you currently rank in the search engines and how difficult those keywords are to rank for.



1.5 CUSTOMER JOURNEY MAPS

A Customer Journey Map, or Experience Map, is a way of examining the emotional journey of potential customers with an organisation and sheds light on key opportunities for deepening those relationships through making journeys experiential. It is quite helpful in understanding and creating conversion touchpoints, spotting potential 'pain' points and areas for development.

The idea is to create a visual interpretation of the overall story from an individual's perspective of their relationship with an organisation, service, product or brand, over time and across channels. Note that where this is done in B2B markets then an extended version of the DMU (Spade+fertiliser see strategic marketing book) is required within each organisation. In many cases the visual can be supported by a more narrative, text-based approach to describe nuances and details associated with a customer experience. Whilst the story is told from the customer's perspective, it also emphasizes the important intersections between user expectations and business requirements. Indeed, using stories is an excellent way to link into content marketing, co-creation and general marketing communications.

Note that, no two journey maps are alike, but they do allow organisations to consider interactions from their customers' points of view, instead of taking an inside-out approach. The idea is that this allows organisations evolve from a transactional approach to one that focuses on long term relationships with customers built on respect, consistency and trust, this is consistent with the marketing as a philosophy approach to organisational structure.

What should a map include?

Must-haves

- **Personas:** the main characters that illustrate the needs, goals, thoughts, feelings, opinions, expectations, and pain points of the user;
- **Timeline:** a finite amount of time (e.g. 1 week or 1 year) or variable phases (e.g. awareness, decision-making, purchase, renewal);
- **Emotion:** peaks and valleys illustrating frustration, anxiety, happiness etc.;
- **Touchpoints:** customer actions and interactions with the organisation. This is the WHAT the customer is doing; and
- **Channels:** where interaction takes place and the context of use (e.g. website, native app, call centre, in-store). This is the WHERE they are interacting.

Nice-to-haves

- **Moments of truth:** A positive interaction that leaves a lasting impression, often planned for a touchpoint known to generate anxiety or frustration; and
- **Supporting characters:** peripheral individuals (caregivers, friends, colleagues) who may contribute to the experience.

The Process of putting the map together has nine steps;

1. Review Goals

Consider organisational goals for the product or service at large, and specific goals for a customer journey mapping initiative.

2. Gather Research

Review all relevant user research, which includes both qualitative and quantitative findings to provide insights into the customer experience. If more research is needed, get those research activities in hand.

Consider: customer interviews, ethnography & contextual inquiry, customer surveys, customer support/complaint logs, web analytics, netnography (social media listening), and competitive intelligence.

3. Touchpoint and Channel brainstorm

Generate a list of the customer touchpoints and the channels on which those touchpoints happen, run this past ALL areas of your organisation that interact with the customers. Once complete, brainstorm additional touchpoints and/or channels that can be incorporated in the future journeys you will be mapping, e.g. the touchpoint could be “pay a bill”, and the channels associated with that touchpoint could be “pay online”, “pay via mail” or “pay in person” with the later via a shop or a phone call.

4. Empathy map

Empathy maps depict the various facets of a persona and their experiences in a given scenario. This exercise helps organise the observations, build a deeper understanding of customers’ experiences, and draw out surprising insights into what customers need. They are the foundation material to facilitate journey mapping. The goal is to get a well-rounded sense of how it feels to be that persona in this experience, specifically focusing on what they’re thinking, feeling, seeing, hearing, saying and doing.

5. Brainstorm with lenses

The goal of lensed brainstorming is to generate as many ideas as possible in a short period of time. To gain focus, the idea is to use “lenses”—words representing key concepts, brand attributes or mindsets that help us look at a problem or scenario in a different way.

For this exercise I recommend that your team agrees on 3-5 lens words (for example: accessible, social, comforting), then set the clock for 2 minutes per lens word. Each person individually writes down as many ideas as they can think of in that time. After 2 minutes switch to the next lens word until all lens words have been used as idea inspiration. This ensures that every voice on the team is heard and generates a huge inventory of ideas.

6. Affinity diagram

This is a visually organisation of ideas to help give cohesion in the team's concepts. Affinity diagramming helps to gain focus on the right solutions for this audience. All team members should put their ideas generated in the lensed brainstorming activity up on the wall. Have someone sort the ideas into categories and label them. As a group, begin to consider where you might combine, refine, and remove ideas to form a cohesive vision of the future customer experience.

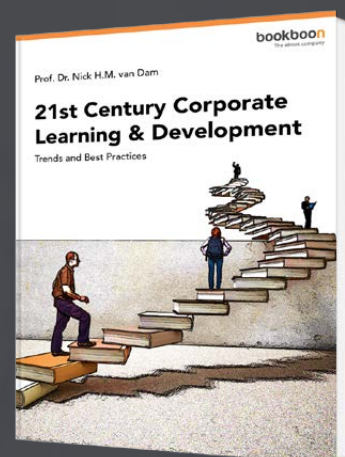
7. Sketch the journey

It's now time to put together all the pieces: timeline, touchpoints, channels, emotional highs and lows, and all the wonderful new ideas the team generated for how to improve the future customer journey.

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Get creative with how you lay it out—it doesn't have to be a standard left to right timeline. It could be circular or helical. It could be one large map or it could be an interactive, clickable piece with embedded video. There are no templates, and there are infinite possibilities.

8. Refine and digitise

Journeys often begin and end as sticky notes on a wall or sketches on a whiteboard. But most of the time, having gone through the activities to arrive at a solid customer journey map, you want to polish it, leverage it in your work and share it with colleagues across the organisation. That means producing a professional report, map, diagram, etc.

Note; Appearance really does matter, so if visual design isn't your strong suit, consider collaborating closely with a visual designer who can transform the journey map sketch into an impressive artefact.

9. Share and use

Journey maps must be maintained over time. As part of a content calendar, or similar process, set a regular time (at least each quarter) to evaluate how your current customer experience matches your documented vision journeys. If your organisation tracks quantitative KPIs, you can integrate these into a journey benchmarking process. Socialising journeys among stakeholders is critical in moving your organisation toward action.

In addition to prioritisation, the output of a journey map can serve as a backbone for strategic recommendations and more tactical initiatives.

Useful stuff

<http://contentmarketinginstitute.com/2015/11/customer-journey-map-template/>

<http://www.cmodigitalforum.com/2016/01/08/need-know-customer-journey-mapping/>

<http://uxmastery.com/how-to-create-a-customer-journey-map/>

1.6 CREATE A SIX-MONTH PLAN

The project plan is the document that is going to drive your content strategy, so it needs to be well thought out and detailed. The idea is for it to be clear and easy to understand, everyone works from this one document so everyone is pulling in the same direction. It is a unifying focus for your business.

Whilst many plans are developed over a one year, three year and five/ten year timescale you very nature of a content plan requires some flexibility and versatility, as such six months is usually sufficient to research and develop and to see some results, such that you can evaluate and redirect if required. This is not to say that long-term goals should not be developed, they should be you are reviewing how the content is supporting them on a six-month cycle not re-evaluating the goals themselves.

Plans should be separated by months. The plan should include; the type of content; a short description to explain what it is; the purpose of the content, e.g. the related buying persona, stage of buying process and overall goal; the people responsible for creating the content and how long each step ought to take. This should ensure clarity, consistency and cohesion – the 3Cs of successful content.

STEP ONE – LIST YOUR CONTENT

In priority order, timescales of production. Again, you might want to think about project management software for helping to plan aspects of this.

STEP TWO – THE ORDER OF SERVICE

Decide what content is going where and when, look for flow across your website, any seasonality issues

STEP THREE – ALLOCATE RESOURCES

Ensure you have the right resources, in the right places at the right times; pay particular attention to staff holidays, skills required when etc. Again, the best way to deal with this is to used project management software.

1.7 WRITING CONTENT BRIEFS

As with any piece of creative work having a well written and prepared brief is essential to the success of a piece of content. The brief provides a touchstone for the development of the work and should prevent the ‘drift and shift’ that can happen in a creative process that doesn’t have such boundaries. Creativity is wonderful, but your core is not to win creative

awards – its to engage customers and prospective customers and support their journey through the buying process. It's also likely to be a waste of resource, and that's not going to be good for your business or your career. Remember; Awards are vanity, but satisfied customers are sanity!

Briefs are not designed to stifle creativity, but instead to channel it towards a useful outcome: delivering content that drives results

Structuring a brief is part art, part science and a lot of experience; there is no magic formula or approach that universally works. That said in content terms it needs to cover the following;

- who the target readers/viewers are and why it will interest them;
- an outline of how, where and when the content will be promoted;
- what the content is trying to achieve;
- some keyword research for search engine optimisation;
- details about any design of the content and,
- a list of the people who will be involved in producing the content.

STEP ONE – CONTENT PLANNING

Brief writing begins at the content planning stage (see above section) where creative ideas should have been generated.

STEP TWO – COMPOSE THE BRIEF

Whilst the Devil is in the detail being overly precise can kill creativity. A balance is required that kicks off the process but then allows it to grow.

STEP THREE – CHECK IT!

Ensure everyone who was at the content planning meeting is happy with the brief before its used to generate content. Eliminate the ‘ah, but I meant’ after the fact.

You also need to think about where information can be sourced internally. There are generally three main areas that can be used;

- Sales Representatives
- Customer Service Representatives, and
- Customers

Sales Rep Questionnaire

Asking your sales team questions about the current trends in the market is a great way to generate content ideas. Whilst this may apply more to the B2B environment, customer services staff, shop based sales assistants or indeed anyone customer facing staff member are potential sources of information. They are in the field hearing first-hand, the challenges and issues that prospects are facing. They hear the common objections as to why prospects don't buy, so getting them to complete this questionnaire on a regular basis will provide you with plenty of content ideas.

- **Sample questions:**

- What are the biggest issues prospects are facing that lead them to searching for a solution?
- What are the main objections you hear as to why they don't buy?
- What are some goals your prospects are trying to solve?
- What are some of your prospects biggest challenges?
- What does success look like for your prospect, what metrics are they measured by?

Customer Service Rep & Service Engineer Questionnaire

As noted above anyone in your company that deals directly with your customers is a source of information, and one that is often overlooked is that of the Customer Service Representative and Service Engineer. Getting them to complete a variation of the sales questionnaire can turn up great information for you to shape into lead generating content.

- **Sample questions:**

- What challenges were customers facing that made them search for a solution?
- What problems have we solved for them?
- What do we provide them that they find most valuable?

Customers

Should go without saying!

- **Sample questions:**

- What challenges were you facing that made you search for a solution?
- How did you find us?
- Why did you decide to buy from us and not our competitors?
- What problems have we solved for you?
- What problems are you still facing?
- What do we provide you that you find most valuable?

1.8 FEEDBACK IS ESSENTIAL – TALK TO THE BLOGGERS

It's always too easy to make assumptions about what it is that your target audience would be interested in and likely to share, indeed the phrase 'the path to hell is pathed with good intentions' has relevance here. To prevent this one of the best ways when developing content is to reach out to key bloggers, there is no magic number to contact but most would agree around 13-17 seems sufficient. This might seem overkill but it can be both rewarding and provide a critical objective eye – its easy to miss things when you're in the middle of actually 'doing'.

For the bloggers who reply and give feedback, you also beginning to build a relationship with them and they are much more likely to want to share the finished content. Further, if you have taken their suggestions into account and if they have had some kind of influence or impact on the final piece of content, they are much more likely to share and become an advocate for you.

STEP ONE – IDENTIFY BLOGGERS

Carefully identify whom you are going to contact, your personas may help you identify which bloggers matter but don't be overly picky. In this regard a wider net is MORE useful than a narrow one.

STEP TWO – CONTACT THEM

You need a friendly and approachable tone – reflect their blog into your approach you need to establish rapport through being credible. Be specific in what you are asking them to do, general 'do you like X?' is not going to cut it.

STEP THREE – USE THE FEEDBACK

Make changes quickly and visibly, show them you've listened and used their input, this demonstrates good faith and keeps them engaged. Don't forget Personas and the buying process. Where you cannot use their input you'll need to feedback why.

1.9 WRITE A PROMOTIONAL PLAN

You can spend hours creating amazing piece of content, but without an in-depth promotion plan the content won't be seen by anyone; a wasted effort that won't achieve the results it has the potential for. You need a promotional plan for content, but the mistake is to construct the plan AFTER the content whereas the promotion plan needs to begin during the creation stage. Indeed getting blogger feedback kicks of the promotion.

Every project will be different in terms of how it should be promoted, so each project has to be assessed on its own merits – where best will what promotion work for the individual project. Firstly, you should consider the social media sites that your target bloggers and audience use most frequently and effectively as this will be where the content is most likely to be shared around.

Your target buying personas need to be a weighty factor when deciding how best to promote, as does the buying process. Think about whether these people are already aware of the brand, or if you are attempting to approach them anew. Where do these targets have an online presence and which types of promotion do you think they will they react positively to?

STEP ONE – TIME SCALES

Always begin with a timescale that includes goals, deadlines, milestones, when to promote what and where. This lets you stay in control as the process develops.

STEP TWO – TARGETS & LOCATION

Within the process have a list of who the targets are and your method of contact - where you are targeting them, e.g. twitter, Instagram.

STEP THREE – APPROACH

What tone are you using? Serious and factual? Light hearted and jokey? Are you inviting comments or just posting for consumption and understanding? You need to think through your approach and ensure its congruent.

STEP FOUR – REVISE AND REFINE

Ensure you review what works and where it works – use the information you're gathering from your experience and refine your plan continuously.

1.10 ALLOCATE RESOURCES

Meeting deadlines and targets of your project also requires you plan out resources and people for every task that needs completing; however small each task may seem. You also need to note that within your company it's unlikely that the piece of content will be the only project any team is working on, so it's important to be mindful of the workloads of other team members as well as allocating enough time for the task to be completed to the best abilities of the team. I've said it before but project planning software, alongside your content calendar is a godsend here.

Know the skill set of your team; allocate tasks to resources with the correct skill-sets to complete the them. Assign using a priority basis and review regularly, your team can't do everything at once. Be realistic about resource availability.

Setting small deadlines and objectives will help you to see if you are keeping on track and allow you to make minor adjustments along the way if necessary. Once you have a deadline for the finished piece of content you can start working backwards and allocating tasks and deadlines to individuals or teams. Although these tasks are being assigned as separate jobs, it's important not to lose sight of how each task interlinks with the others, as otherwise the content may become disjointed and inconsistent along the way.

If you have the project planning software it can also alert you to the knock-on effects of such changes and allow you to many further revisions, e.g. bringing in more resources or pushing publication dates back. It will also prevent the project from being held up because of a bottleneck effect from one area of the development.

You'll note that within the Editorial board section in Part One we talked about Managing Editors/Chief Content Officers etc, and whatever set-up you finalise, in my view its vital to have one person who oversees the development of any project and can keep the development of content moving, as well as having one person in charge of the projects overall.

STEP ONE – DEADLINE FIRST

Always work backwards on a project from the its delivery deadline and always build in a little extra time at the end, i.e. set the deadline a few days/weeks before its needed. Then iterate each of the steps and milestones required with the timescales to reach each, in this way you'll work back to a start date. In this way you might even discover you need to allocate extra resource to meet the deadline immediately.

STEP TWO – FILL-OUT THE PROCESS

Once all the milestones are in you can start to fill-out the process with all the little actions and tasks that need to be done to achieve them. Again, this gives you an idea of the required resources and in what timescales they need to be allocated.

STEP THREE – LOOK FOR ISSUES

Check with the individuals that the dates for the project are going to work – people do have holidays etc, and ensure that resources required can be obtained in time, e.g. materials, photography, interviews, statistics, printing, etc.

1.11 PROJECT CREATION

The planning and preparation has been done, everything should now be in place and you're ready to start creating! However, even with the most rigorous plan in place, the project won't run itself, which is why it's vital to have someone acting as a 'project manager' to ensure that everyone is doing their part, running to deadlines and sticking to the brief. I've talked about this above but its project manager's duty to keep the project running to plan; but to do so, they must also have the authority to be able to adapt stages the of plan if something isn't working quite as well as was hoped.

Checklist

- Be clear; what is the project required to deliver?
- Invest time in planning the project; plan for success not failure.
- Have a project kick off and set expectations for successful delivery.
- Review progress regularly as issues will always crop up.

Note; Where an agency is being used for projects they have the extra responsibility of involving the client throughout the process and indeed moving them through it. They must ensure their client understands the purpose of the content and why it is being created, as well as agreeing to the finish date as this will be affected by when they can publish the content.

STEP ONE – PROJECT MANAGEMENT

Ensure everything is in place for the project. Check resources, timings and availability, get orders etc moving where they need to be.

STEP TWO – INVOLVEMENT

Re-check with those involved both internally and externally; business needs do change and so does the environment a business operates in , so be alert to changes in stakeholder needs. Its easier to change as the project develops than to change once its complete in its original form.

STEP THREE – BE FLEXIBLE

In my entire career as an army officer, a manager, a director and then academic not once have been involved with a project that has gone entirely as planned; there are always developments you need to cater for or take advantage of and that means being flexible. This is why you factor in extra time at the planning stage.

We tend to think of content as 'text'; whitepapers, FAQs, etc. But increasingly the digital platforms that we can use for content creation and distribution is growing and its worth taking a look at a few of the newer formats that are out there.

SnapApp

<http://www.snapapp.com/> https://twitter.com/Snap_App

SnapApp is a marketing platform which allows you to easily create your own branded interactive content like contests, sweepstakes, quizzes, polls and surveys. Select from more than 40 customisable content types for web, mobile, social and email marketing campaigns.

PC WORLD

What kind of network manager are you?



1) An employee asks for extra space on the server to store his MP3 files. You reply:

- I recommend storing them on a personal drive. And rereading your employee handbook.
- No, but let me show you how to use a free online storage service.
- You've got your server allotment. You can use it however you'd like.
- Sure! How would you like your own NAS?

Powered by SnapApp™

GoAnimate

<http://goanimate.com/> <https://twitter.com/GoAnimate>

Go Animate for Business allows you to make an unlimited amount of marketing videos in the cloud using super easy-touse drag-and-drop tools. Much more than a slideshow maker, the Go Animate app can help you craft visually dynamic videos your customers won't be able to resist.

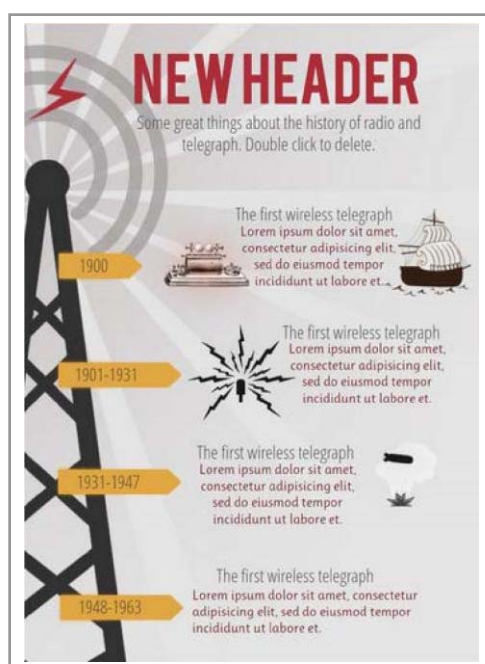


- Examples:
 - Create a demo video of your products or services and post it on your blog, website or social networks
 - Repurpose marketing materials and industry statistics into compelling animations.

Piktochart

<http://piktochart.com/>

Piktochart is a web-based tool which lets you turn words, stats and survey results into colourful visual infographics. You can use drag-and-drop shapes and art work into your design or customize to suit. Add bars, graphs and pie charts, upload data from CSV files and export to PNG or JPG files for either print or web.



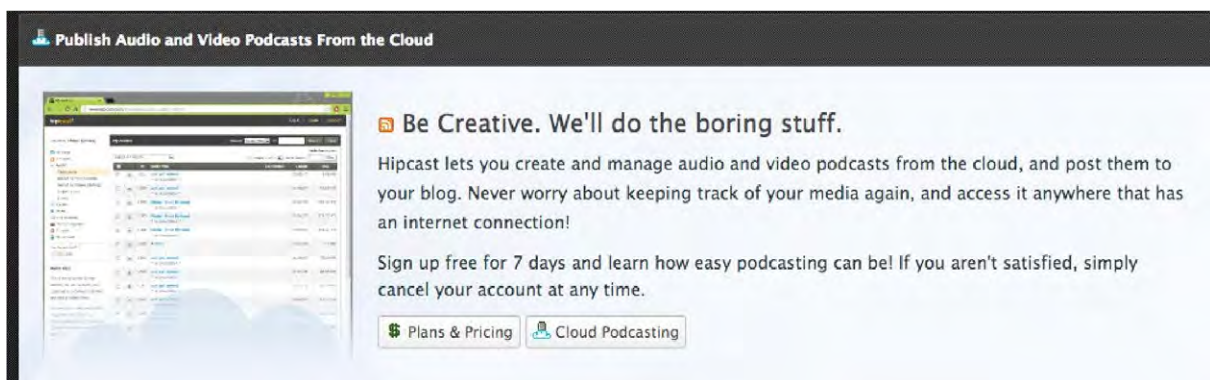
- **Examples:**

- Turn yearly marketing reports or customer polls and surveys into attractive and visually interesting posters for either print or web
- Use the infographic tool to turn hard to understand subjects from company
- White papers into a bite-size infographic series

Hipcast

<http://www.hipcast.com/>

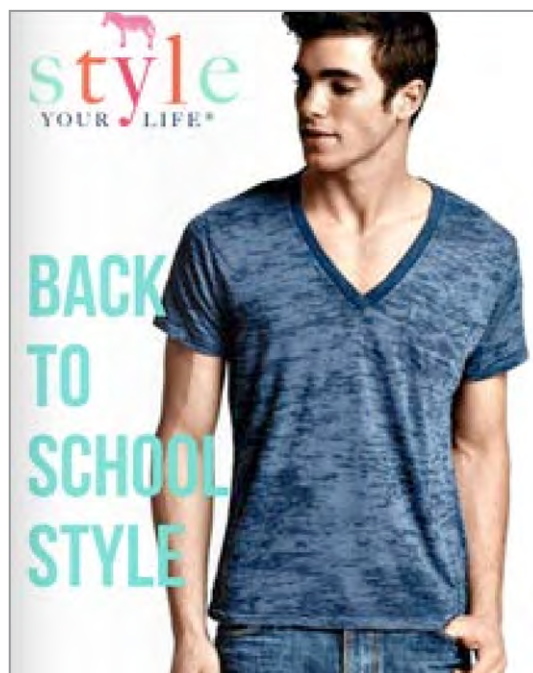
<https://twitter.com/hipcast> Hipcast is a podcast tool that lets you create and manage audio and video podcasts from the cloud and post them to your blog or website. All the tools and tutorials needed to create a cool and informative podcast can be found on Hipcast.



- **Examples:**

- Talk to industry experts and trend-setters for an insightful interview series
- Report live from industry events and share the podcast on your social networks

Gloss <http://glossi.com/> <https://twitter.com/glossi>



Glossi lets you create and share your own digital magazines. This free tool makes DIY online magazine creation simple and intuitive. Capture and present ideas, objects and information, and present it in an elegant format to envy the high-end magazine publishers.

- Examples:
 - Upload photos, videos and images from events, gatherings or product lines into the Glossi magazine format for your readers to browse through at their leisure.
 - Turn blog posts into flip-through webmags that readers will want to share.

All of the above are also likely to help improve your SEO too.

1.12 MULTIPLE CONTENT – ONE IDEA

Whilst it's nice to have an ongoing stream of relevant content being produced this is a task beyond some smaller operations; well in fact it isn't, you just need to be smart and organised in what you do. Indeed, one main idea can be used to generate multiple pieces of content.

Broadly, the process is as follows:

- Identify a key problem, goal or pain point in your customer's life.
- Create *one* piece of content (article, video, webinar, blog post, etc.) that teaches them how to address that problem.
- Create multiple "spin-off" products that teach the same material, but in a different way.

Whilst you're providing the same material in different ways, users will normally appreciate—rather than resent—this. Indeed, this fits in with the concepts of repetition, consistency and congruence within Marketing communications theory. You also need to remember that different formats be complementary as well as synergistic; some potential customers may be only subscribed to a few of your channels, others will appreciate a drip-fed delivery. Thus, by duplicating your material, but presenting it in different way, you may well be matching what potential customers want, as well as saving time and effort.

This process will help you create multiple marketing pieces from a single source. Don't be fooled by its simplicity. It's deceptively easy, but very powerful.

Keep in mind that different people consume content differently. Creating your content in multiple formats helps them and improves—rather than harms—your credibility. After all, you're promising to address their biggest problems and concerns, and you then create articles, videos, webinars, reports, slide-shows and infographics that do just that. This clearly demonstrates your commitment to *their* need and puts you a long way ahead of the competition.



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Identify Their Problems

The first step is to think about your customer's problems, questions, concerns and aspirations. Your aim is to *prove that you're an authority in solving your customers' biggest problems*.

If you're not sure exactly what problems to address, start by asking these questions:

- What are my customers and clients always asking me?
- What keeps them up at night?
- What do they say is the biggest benefit of working with us?
- You might identify more than one issue this way, so choose just one at this stage.

Create One Piece of Content

The next step is to create a piece of content. It might be an article, a video, a webinar, a diagnostic quiz or something else. The format isn't important, but it is important to create *high-quality* content, not just a promotional piece.

Craft a title

You need a compelling title to grab your customers' attention immediately. One way to craft a compelling title is to get inspiration from magazine covers, because their headlines are written by highly-paid marketers. Simply head over to Magazines.com and browse the covers for interesting headlines.

- "Money. Success. Happiness. Your 6-Step Plan"

Then change a few words in the headline to match your area of expertise. For example, "Co tips from the pros" might become:

- "Customer service tips from the pros"
- "Social media tips from the pros"
- "Dog grooming tips from the pros"
- "Wedding planning tips from the pros"

Write the outline

You now know the topic and title, so write down an outline of the content. This is easy, because you're simply putting together a list. Aim for 6 to 10 items. For example, if you're writing "Dog grooming tips from the pros", simply list your 6 to 10 tips.

You don't have to write them out in detail—just a brief list is enough at this stage.

Create the content piece

The next step is to create the piece of content, based on your list. This will vary depending on the format you've chosen, but broadly it will be:

- A brief introduction, identifying the customer's problem
- Your list of tips, with a bit more information about each
- A brief conclusion, urging them to put these ideas into action
- A call to action, promoting yourself and encouraging them to contact you

For example:

- If you're writing an article, this will be about 400-500 words, with an introductory paragraph, a paragraph for each item, a closing paragraph and a one-line call to action.
- If you're recording a video for YouTube, it will be roughly the same material in spoken form.
- If you're presenting a 45-minute webinar, it will be 3-5 minutes for each item in your list, leaving enough time for an introduction, conclusion, and Q&A.

Don't obsess about making this perfect. It's better to get it 80% right *and published* than to wait too long until it's perfect.

Classify Your Content Piece

Many marketers would now repeat the process above to create more content. That's good, but you can do even better—by taking the content you've already created and turning it into other forms.

For example, if you have written an article, you could:

- Read the article out loud, record it and publish it as *an MP3 file* on your blog.
- Expand each item from a paragraph to a page and turn it into *a free special report*.
- Present *a Q&A webinar* on the article content, where you briefly list the items and then open the webinar to audience questions.

Turn the article into a *series of auto-responder messages*, sending one item per day to a subscriber's inbox. This is an extremely powerful process, so much so that not only should you be adopting this no matter what your size, but you make it a systematic process and link it to a consideration of your personas.

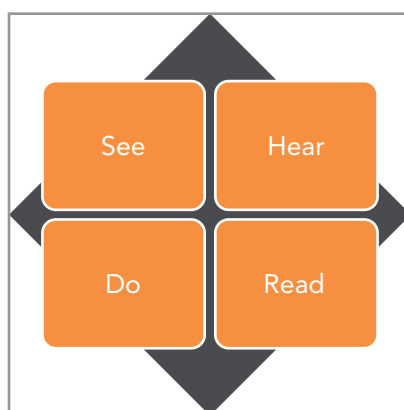
Communication dimensions

As a part of this process its worth thinking about how people consume information and to this end we think about five dimensions:

- *Channel*: What format is it using?
- *Time*: Is it live or recorded?
- *Depth*: How detailed is it?
- *Scale*: Is it designed for individuals or groups?
- *Stages*: Is it delivered in stages?

Let's look at each of these in detail so you can determine how your content piece fits each of these five dimensions. Keep in mind that the purpose of this stage is to prepare you for the next stage, where you'll use this information to create new content.

1. Channel: Some people prefer certain formats



Broadly, there are four ways that people consume material: seeing, hearing, doing and reading.

See (e.g. video, slide shows, webinars, video conferences, screen capture videos, photographs, infographics):

- Pros: People usually grasp visual information quickly, and in many cases, faster than in any other format. It is also quite easy to create visuals – see the tools listed in this book and in book three of the series.
- Cons: Some visuals take longer to download and play (video, for example), Google doesn't index the content from visuals well (bet them tagged within your SEO), it's harder to skim through a video quickly, sometimes visuals are unnecessary

Hear (e.g. MP3 downloads, podcasts, teleseminars, interviews, music):

- Pros: Good for multi-tasking (while driving, at the gym, and so on), downloads are smaller and faster than video, your voice gives a more personal connection
- Cons: Not easy to quickly skim the material, no big website for distributing audio (unlike YouTube for video)

Do (e.g. multiple-choice quizzes, surveys, games, online discussion groups, chat rooms, phone apps):

- Pros: Participants feel more engaged and committed, they remember their experience more, they can create customised results
- Cons: It takes more work to get them involved initially, not always easy to design and deliver in electronic form

Read (e.g. e-books, special reports, email courses (auto-responders), articles, email newsletter, blog posts)

- Pros: Familiar format for most people, can be consumed on almost every device, easy to flip back and forth, easy to skim for an overview
- Cons: Information overload, some people don't learn well from reading, people are impatient

2. Time: Some people learn later



The phrase “time shifting” originated with video recorders, where you no longer had to watch television programs at the time they were scheduled on TV. The same concept applies to the content you create: much of it can be recorded for your customer to consume at their convenience. Indeed, this is the *raison d’être* of YouTube.

Keep in mind the opposite; where you deliberately schedule an event specifically to create a live experience. I’ve included a section on Content for Events later in this book.

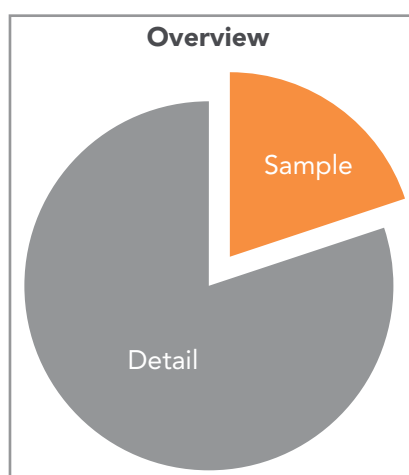
Live (e.g. webinars, teleseminars, chat rooms, multiplayer games):

- Pros: Participants have access to you immediately, events have built-in scarcity, easier to build buzz around an event
- Cons: Some people (including you!) might struggle with using the technology, technology glitches can occur, need to account for different time zones and time of day

Replay (either recordings of live events or pre-recorded material):

- Pros: Participants can access at their convenience, easy to share with others, can consume it, over and over again!
- Cons: Harder to build buzz, no immediate access to you.

3. Depth: Some people want more detail



Consider this; When you go on holiday, are you a “10 cities in 10 days” or do you like spending time in one or two places? Maybe you prefer a mixture of the two? In the first case it’s an overview, the second more depth and the mid-point is exactly that a mix of the two, this is often referred to as a sample (Don’t confuse this with ‘sample’ in a market research context!).

- Overview: The accelerated “21 cities in 21 days” holiday is an *overview*, and you can do the same with some of your content marketing—for example, articles, tip sheets and book summaries:
 - Pros: Good for novices, introducing a new idea, getting a point across quickly, leaves customers wanting more
 - Cons: Too lightweight for some users, too many other people doing the same thing, leaves them wanting too much more

- **Detail:** The in-depth holiday is a *detail* product such as an e-book, book, MP3 series, or autoresponder series:
 - Pros: Good for experienced users, demonstrates depth of knowledge
 - Cons: Too detailed for some people, can seem intimidating, takes time to consume it.

- **Sample:** The third type, a *sample*, is taking an extract from an existing product. For example, if you already have a written special report that you give free on your website, you could probably split up that report into individual articles—each of which would be a sample.
 - Pros: Demonstrates depth, faster to consume, doesn't give away too much
 - Cons: Doesn't show breadth of knowledge

4. Scale: Some people work with others



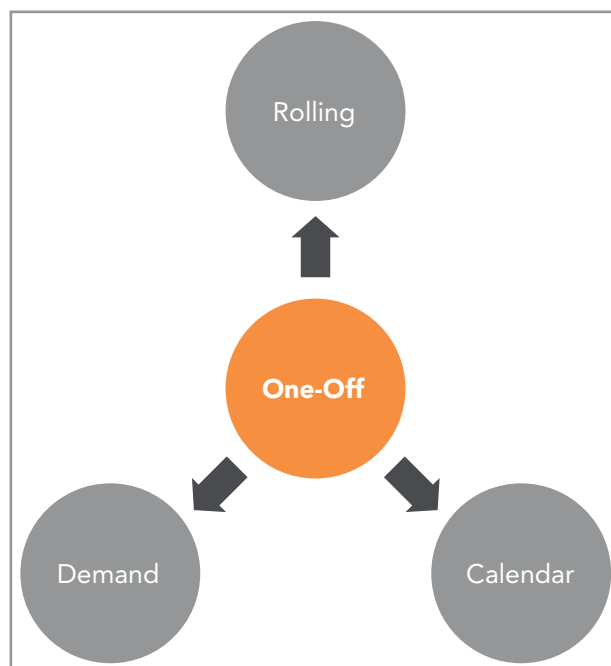
One-to-one (e.g. email newsletter, e-book, video, podcast): Most downloadable material falls into this category because it's downloaded by one person for individual consumption.

Group (e.g. webinars, teleseminars, videoconferencing for small groups): A group is more than one person and fewer than a crowd. This style of content marketing takes the form of small-group events, where participants feel comfortable asking questions and interacting with each other.

Team (e.g. discussion forum, facilitation by webinar or teleseminar, bulletin board, chat room, blog with comments, wiki): A team is a group that works together. The dynamics are similar to that of a group, but because they are working together, they can be more cohesive and more engaged than a group of individuals.

Crowd (e.g. large webinars, large teleseminars, videoconferencing, webcasting): This is potentially a very powerful marketing platform, because you can reach many people at the same time, and viewers can be anywhere in the world. However, people don't feel as engaged in a big crowd, *you* might not feel as engaged with them, and it's more nerve-wracking for the presenters.

5. Stages: People consume content overtime



Think about a rocket going to the moon, coming apart in planned stages. Do you deliver your material in multiple stages as well, or is it all in a single piece? There's nothing *wrong* with a one-off service, but it's only one of the four ways of staging your material.

One-off (e.g. e-books, special reports, video download, MP3 file, teleseminar, webinar): This is the simplest delivery form, with everything available immediately.

- Pros: They get everything they need at once
- Cons: it can seem overwhelming

Calendar (e.g. e-mail newsletter, podcast, webinar or teleseminar series, other live events presented as a series): With this model, you break up your content into pieces, and deliver it in sequence, where everyone on a certain date gets the same thing.

- Pros: Multiple marketing opportunities, people who subscribe are more loyal than one-off consumers
- Cons: Some may miss a date, can be seen out of sequence

Rolling (e.g. auto-responder sequences): Akin to the calendar system, except this time they receive their instalments depending on when *they* begin the program.

- Pros: Multiple marketing opportunities, even later people don't miss out
- Cons: Difficult to schedule calendar-based events for subscribers

Demand (e.g. password-protected webpage, membership site, resource website): You still break up your material into pieces, but the customers choose their own time frame for consuming it.

- Pros: They choose their own time frame and sequence
- Cons: Can seem overwhelming, needs discipline for them to consume it, not enough guidance

Create Spin-Off Material

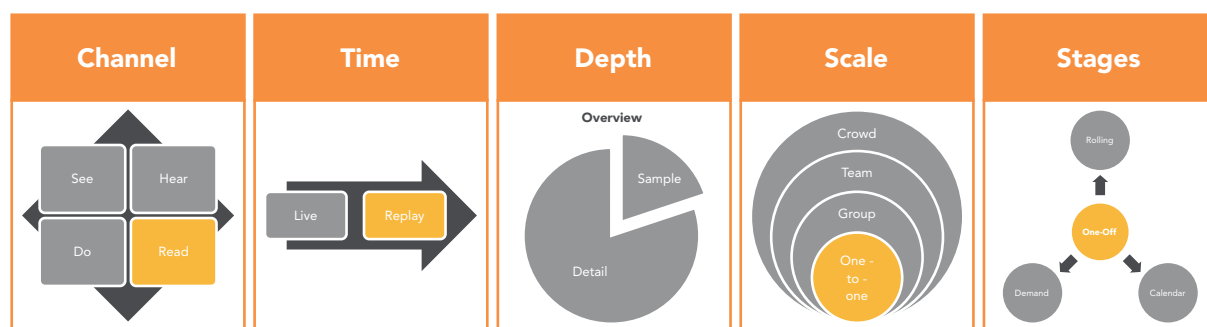
The next step is to take your content piece, look at its five dimensions and simply change one of them to create a new content piece. Broadly, you can “spin” any piece of content in five ways by changing those dimensions:

- Switch channel: Change the format between audio, video, text and interaction.
- Shift time: Record live events or present live versions of recorded content.
- Fill depth: Create different levels of detail.
- Magnify scale: Present it to one person at a time, small groups or large groups.
- Manage stages: Deliver the content in multiple stages.

Here are some examples to make this clearer;

Example 1: Article

If we consider the five dimensions of a plain-text article, it would look like this:



From here, it's easy to see other possible content marketing pieces—for example:

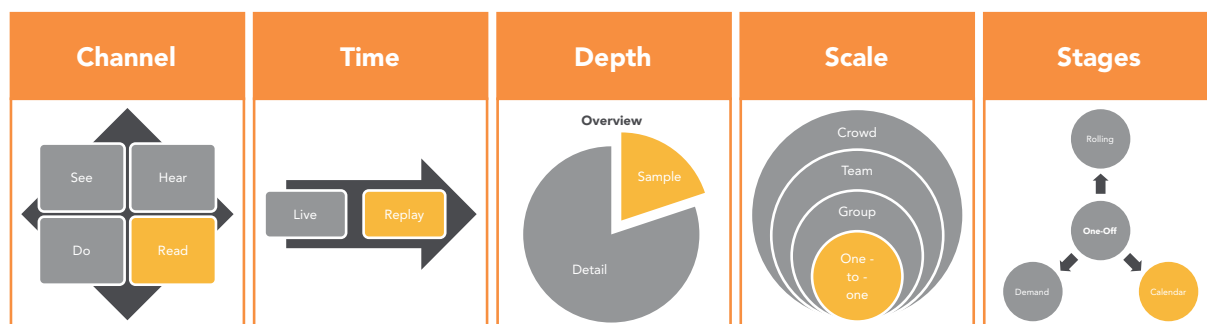
1. Change *read* to *see*: Record a YouTube video explaining the article content.
2. Change *read* to *hear*: Read the article out loud and record it as an MP3 file.
3. Change *read* to *do*: Write each of the seven items in the article as a survey question, with a 0-5 rating, for the reader to complete as a diagnostic tool.
4. Change *replay* to *live*: Run a webinar on the article content.
5. Change *overview* to *detail*: Expand each of the points to about 400 words and publish it as a special report.
6. Change *overview* to *sample*: Each of the points in the special report is then an article in its own right.
7. Change *one-to-one* to *group*: Start a new discussion about the article topic in a LinkedIn group.
8. Change *one-to-one* to *team*: Run a small-group online meeting and facilitate a discussion of the article content.
9. Change *one-to-one* to *crowd*: Run a large-scale webinar about the article content.
10. Change *one-off* to *calendar*: Publish the articles from the special report (see #5) in your e-mail newsletter.
11. Change *one-off* to *rolling*: Create an auto-responder series with the same articles from the special report.
12. Change *one-off* to *demand*: Make these articles available on a password-protected page of your website (where anybody can get the password in exchange for joining your mailing list).

We've only just scratched the surface here. You can create even more content marketing pieces by varying these five dimensions in further ways. For example, if you combine item #1 (a YouTube video) with item #11 (an auto-responder series), you get a video auto-responder series, which is another effective content marketing product.

You use this process to create many potential *ideas* for new content marketing pieces from the same material. Some of these ideas might not be feasible or worthwhile, but others will.

Example 2: E-mail newsletter

An e-mail newsletter has these five dimensions:

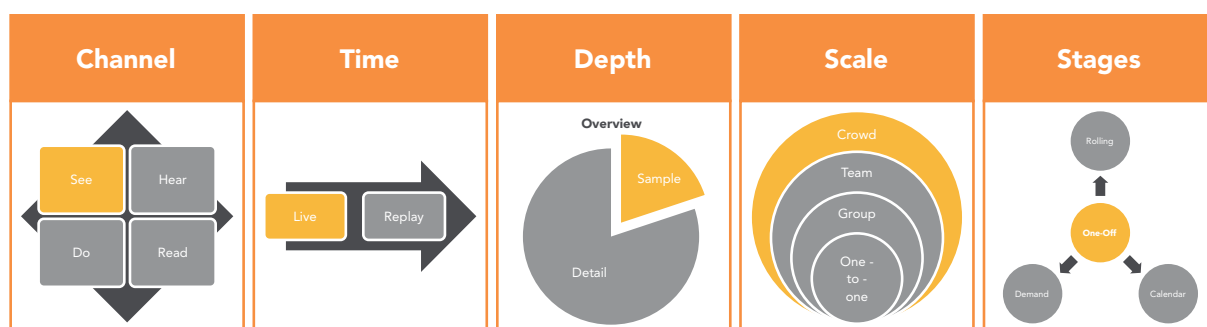


Here are just a few of the spin-off content marketing pieces you can create by varying it:

1. *Read to see:* Publish infographics in your newsletter.
2. *Read to hear:* Read articles out loud and publish in a podcast.
3. *Read to do:* Each newsletter ends with a poll question.
4. *Replay to live:* Run a webinar series.
5. *Sample to detail:* Publish a newsletter of recommended e-books.
6. *One-to-one to group:* Facilitate an online book club.
7. *Calendar to one-off:* Publish each newsletter article to EzineArticles.com.
8. *Calendar to rolling:* Create an auto-responder series with the same articles as your newsletter.
9. Again, there are many other possibilities you could find.

Example 3: Promotional webinar

A webinar has these five dimensions:



Here are a few options;

1. *See to Read*: Publish infographics in your newsletter
2. *See to hear*: Read articles out loud and publish in a podcast.
3. *See to do*: Each newsletter ends with a poll question or a competition
4. *Live to Replay*: Record the webinar for on demand access.
5. *Sample to detail*: Publish a newsletter of recommended e-books.
6. *Crowd to one-to-one*: Allow one-to-one conversations on the subject via e-mail or podcast
7. *One-off to Calendar*: Develop the webinar into a regular series on the subject.
8. *One-off to rolling*: Create an auto-responder series with the same articles as your newsletter.
9. Again, there are many other possibilities you could find.
10. **OVER TO YOU**

1.13 PUBLISH THE CONTENT

Publication of is of equal importance to the initial research and actual creation; where and at what time it's published influences both who, what type and how many people will view it. You need your marketing head on for this as being too focused on the creation of the content and ignoring the publication until the last minute is a common mistake and invariably leads to significant delays and reduced effectiveness of the content. This can be pivotal in the success or failure of any campaign based around that content.

Don't hide your content.

Make sure there are meaningful links to it from relevant areas of the site; your company blog, relevant sales pages, create banners, etc. Check inbound links from social media are working. Check you have relevant links from third party influencers; bloggers.

Timing publication is in my view the first factor that should be considered. As noted above, this determines the timescale for the whole development and creation of the content. Where your content relates to a seasonal or other fixed time event this mandates careful consideration. If you miss it the opportunity is lost.

The second most important decision is where to publish the content. Is it going to be a microsite? Or a standalone page of your website? Content can be as simple as being included in the company's onsite blog. Wherever you decide it wants to be in a place that's easily

accessible for the target bloggers (and other influencers) and somewhere that the target buying personas are likely to come across it naturally.

Once timing and location are resolved, it's advisable to consider any technical issues to do with the location, and any skills and resources issues that arise from it; do you have the skills etc to do this?

STEP ONE – DEADLINE

When does the content need to be ready – use your calendar – work backwards – continually check for developments

STEP TWO – CONFIRM

Continually check the ongoing need for the content on a regular basis, adjust deadlines according to developments in the market and need. Keep on top of the Personas and competitors in this regard.

STEP THREE – WORK THE PLAN

Keep your project timescales up to date, take action where you need to.

1.14 PROMOTING THE CONTENT

It should come as no surprise that at this point in your project you should already have a developed promotional plan and as such promotion of your content should be simple to implement and follow up. But, it is always worth taking a final look at it: you cannot assume that the process you have planned will definitely be successful and achieve the results you want.

Successful promotion heavily relies on your success in social media and to some extent your SEO – you did of course remember to include SEO and UX within your project plan and content teams?

If you already have a strong social presence and have linked your content to your SEO your promotion is much more likely to be successful. Make sure you're covering the right platforms, which means having an awareness of where your target bloggers and personas exist.

Note it is good practice anyway to update your profiles regularly, not just when you have content to promote. You are a much more trustworthy source when frequently posting relevant things on social media and conversing with your targets and customers heightens this reliability if they feel you are maintaining the relationship in a meaningful way – you need to show ongoing empathy and that means understanding ALL the time not just when YOU have something to say to them.

More technical aspects include employing appropriate and effective hashtags and equivalent features, as well as encouraging people to share your content by having social sharing buttons on the page with your content.

It's also important to optimise your content links for the media being used; on sites such as Instagram, Pinterest, Twitter and Facebook it's important not to make your posts too text-heavy. Including images is more likely to attract browsers' attention (on some sites its entire reason for being there), but posts with images take up more space and so occupy more of your targets' screens and this might require you to adapt.

It's worth introducing a little bit of old fashioned communications theory here: AIDA. The acronym AIDA is a handy tool for ensuring that your copy, or other writing, grabs attention. The acronym stands for:

- Attention (or Attract)
- Interest
- Desire
- Action.

These are the four steps you need to take your audience through if you want them to buy your product or visit your website, or indeed to take on board the messages in your report. A slightly more sophisticated version of this is AIDCA/AIDEA, which includes an additional step of Conviction/Evidence between Desire and Action. This was introduced to account for the fact that people are snowed or cynical about 'advertising' messages that coherent evidence may be needed if anyone is going to act.

- Attention/Attract
In our media-filled world, you need to be quick and direct to grab people's attention. Use powerful words, or a picture that will catch the reader's eye and make them stop and read what you have to say next. For example, the headline, "How effective is YOUR feedback?" is more likely to grab attention than the purely factual one of, "how to give effective feedback".
- Interest
This is one of the most challenging stages in the AIDA model: You've got the attention of at least part of your target audience, but you now need to engage with them and do so sufficiently well that they'll want to spend their precious time understanding your message in more detail.

This is a much deeper process than grabbing their attention. They will give you a little more time to do it, but you must stay focused on their needs. This means helping them to pick out the messages that are relevant to them quickly. Use bullets and subheadings and break up the text to make your points stand out.

For more information on understanding your target audience's interests and expectations, and the context of your message, read up on the ; <https://www.mindtools.com/pages/article/RhetoricalTriangle.htm>

- Desire

The Interest and Desire parts of the AIDA model go hand-in-hand; as you build the reader's interest, you're also helping them understand how what you're offering can help them in a real way. The main way of doing this is by appealing to their personal needs and wants – this is one of the major reasons for developing personas. So when it comes to engendering desire – say exactly what's in it for them!

This can be closely linked to the concept of what a product is in terms of its Features; Attributes and Benefits (FAB) which is covered in my Strategic Marketing Textbook <http://bookboon.com/en/strategic-marketing-ebook>

- Conviction

As hardened consumers, we tend to be sceptical about marketing claims. It's no longer enough simply to say claim something is 'the best'. You'll need to substantiate claims and this is one of the major reasons for getting influencers involved; their independent third party endorsements and/or hard data where it's available are vital ammunition in building conviction. When you haven't hard data to hand but the product is sufficiently important, consider a way of generating some data, e.g. commissioning a survey.

- Action

Finally, be very clear about what action you want your readers to take; for example, "Visit www.boonbook.com now for more information" rather than just leaving people to work out what to do for themselves. Confused potential customers don't become actual customers – be direct and be directive! You'll notice I've done exactly that above on this page twice!

1.15 GETTING YOUR CONTENT SHARED

The days of outbound marketing, when companies used to spend lots of time and money on new and improved ways to bombard you with messaging of how fantastic their product was, are long gone. At a point in time the outbound messaging that used to be effective became nothing more than noise and earned the label “spam.” Now think about the fact that lots of studies have now confirmed what we all suspected – consumers trust advertisements only about 33% of the time – but, they trust recommendations from peers 92% of the time. So, if you want to be heard you need to get your customers to do the talking for you; you need them to share with their peers, either the content you’ve created, the content they create themselves or the content you co-create between you.

This means involving Social dimensions of your brand/product in your content and in your marketing in general. You need to create remarkable, inviting content and empower customers to show their love for your brand by sharing it across their social footprint and that means across a diverse variety of social platforms. As such Social is more than just a channel or a tactic, it isn’t a ‘bolt-on’ or a last thought, rather it should be present in every aspect of your marketing and planned for in that way.

There’s a lot to be learned from the brands that have embraced social and are getting it right. And remember, it doesn’t matter if your company is B2B or B2C, you still need to use peer-to-peer social sharing to amplify your reach.

- Gamification – turn a share into a game
People love to compete – and they love to win. That competitive, gaming instinct can drive consumers to share your content and bring lots of new folks back to you.
- Identify and reward the Mavens
The social nature of the internet mirrors real life, there are individuals whose opinions we respect and follow, they influence us. These influencers or “Mavens” are often responsible for a significant proportion of a website’s traffic be it B2B or B2C. They often are not motivated in the same way as customers, discounts etc may have little effect, whereas status and influence are far more likely to incentivise them to share.
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- Give them something Exclusive
Every customer wants to feel special, and one way to make them feel special is to give them something exclusive.
- Let them Co-create value
People mobilise when lots of people can benefit. With the advent of DIY group deals, you can create campaigns where everybody wins if they get their friends to do something together. Giving fans the ability to choose which version of a product should be offered, or to vote for the discounts or special offers they want to receive, helps ensure they'll share it.

1.16 ANALYTICS: MEASURING SUCCESS

Measurement is vital – if you don't know what performs well you can't expand on it and if you don't know what performs poorly at best you're wasting your resources and at worst you're damaging your business. And no matter how well you've planned, there is always a chance that things go awry, especially true with an unpredictable fastmoving medium like the internet.

A major criticism frequently levelled at content marketing is that it's difficult to measure a return on investment, and that it also takes time to have a significant impact on business. Whilst it is partially true that content marketing DOES take time to build up it is far from true that its ROI is difficult to measure – it isn't.

Early-stage metrics	
GOAL	Measure the goals of your early-stage content—to build brand awareness, educate, entertain, and engage. They don't map directly to revenue
TRACK	Traffic Views and downloads Links Social Shares (Facebook shares, Twitter retweets, etc.) Social Engagement (comments, Facebook "likes," @ mentions, etc.) Followers gained
Mid-and late-stage metrics	
GOAL	Measure the effects of content on new interest and revenue.
TRACK	Lead generation Pipeline and opportunity Revenue allocation Sales use

Your anticipated results and thus what you need to record, will depend completely on the type of content you've produced, who it was for and at what stage of the buying process it relates to. If your content was created to support the purchase stage, you will want to look at the conversion rates of the page – its role is to encourage potential consumers to purchase your product and convert to customers.

Generally, things to look out for are;

- the number of visits to the page,
- the time spent on the page,
- conversion rates,
- the number of downloads (where relevant),
- inbound links and
- social shares (and on which sites).

Of course, there are plenty more factors that will be specific to the content, such as the number of clicks made on a dynamic infographic, which will tell you if people are interacting with the graphic. As such there is no 'one size fits all' approach to analytical metrics and don't let anyone selling apps, software or consultancy services tell you there is. How you measure needs to be tailored to your business; its markets, its customers, its lifecycle/s – yes there are merits in taking standard approach but one that is then made bespoke for you.

If you are using a marketing automation platform, you should also be able to track First-Touch (FT) and Multi-Touch (MT) attribution. If you're not then this can still be done but it's inherently more difficult and resource consuming but in the long run is still worthwhile if you truly want to get to grips with the UX of your marketing and content efforts.

For example, where a customer's first interaction with you is to download a piece of content, and that customer goes on to purchase your product, the content gets First-Touch credit. But, as we know content can influence a customer at any point in the buying cycle, which is why you should also measure Multi-Touch influence. This tracks the impact of your content on a customer if they view or download content at any time during the buying process.

In the example on the right, you can see how various content assets were the source for new opportunities (FT OPPS Created), or influenced the creation of opportunities (MT OPPS Influenced).

Programme Name	FT OPPS Created	MT OPPS Created
The Definitive Guide to Email Marketing	16.7	35.3
The Definitive Guide to Marketing Metrics	10.2	35.3
CRM Lead Management	11.8	33.7
The Definitive Guide to Marketing Automation	19.1	48.1
What People Share on Facebook and Why	1.2	8.5
Defending Your Marketing Budget	1.9	8.8
20 Quick Tips for Improving Your content Programmes	0.3	0.8
The Definitive Guide to Lead Nurturing	2.6	39.6
Workbook: Using Marketo	0.8	1.6
The Definitive Guide to Social Marketing	4.1	15.2

Additionally, you’ll want to measure the performance of your content in your marketing programmes and whether or not they helped the program reach its goal. This highlights whether or not content resonated with a specific audience.

STEP ONE – COLLECT DATA

There are lots of potential sources of data and lots of tools you can use to gather it. You’ll need a mix of self-gathered and analytical tool gathered data to be really meaningful in understanding your performance.

STEP TWO – TURN DATA INTO INFORMATION

Which data is relevant to what? Think about the purpose of the content, the personas, the target audience. What was the content supposed to do, does the data show it did that?

STEP THREE – ANALYSE WHAT THE INFORMATION MEANS

What worked? Why did it work? Can we apply this elsewhere? What didn’t work? Why? What can we learn from this?

There are also a few real time tools and trend analysers that can help to give feedback into your content efforts;

1. Google Trends
2. Bottlenose
3. Social Crawlytics
4. SEOGadget's Content Ideas Generator
5. Quora
6. Social Mention

Google Trends

<http://www.google.com/trends/explore>

Google Trends helps you identify what topics are relevant for your country. It can also show if there are seasonal trends for different topics you are writing about and what are rising terms relevant to a topic. This will help you target the right content at the right time.

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accenture
High performance. Delivered.

See what topics are trending in your area. Great for Newsjacking!



Identify your trends →

→ **Look at Rising terms**

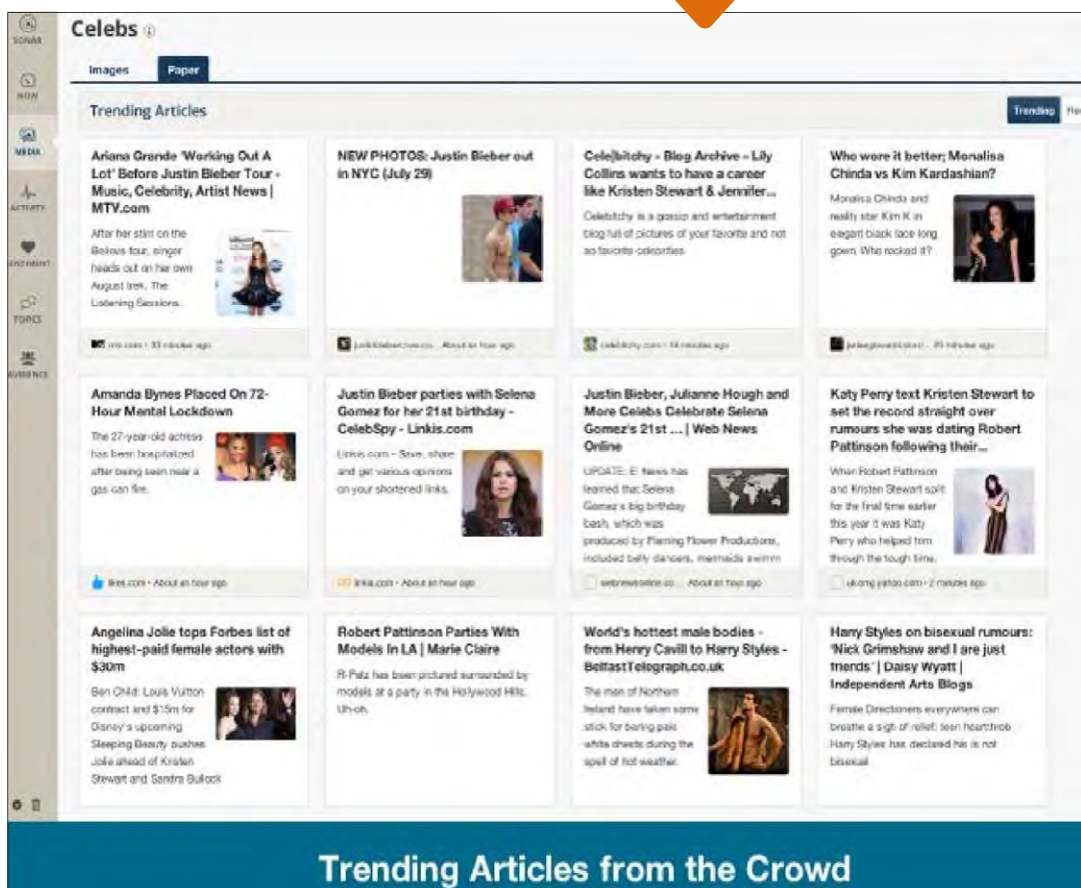
Bottlenose

<http://bottlenose.com/>

Bottlenose acts like a social search engine. It pulls in trending articles and commentary from social platforms based on keywords you enter.

This helps you identify what’s relevant for your chosen topics and will help generate content ideas.

Instantly identify emerging and important trends that are likely to impact your brand.

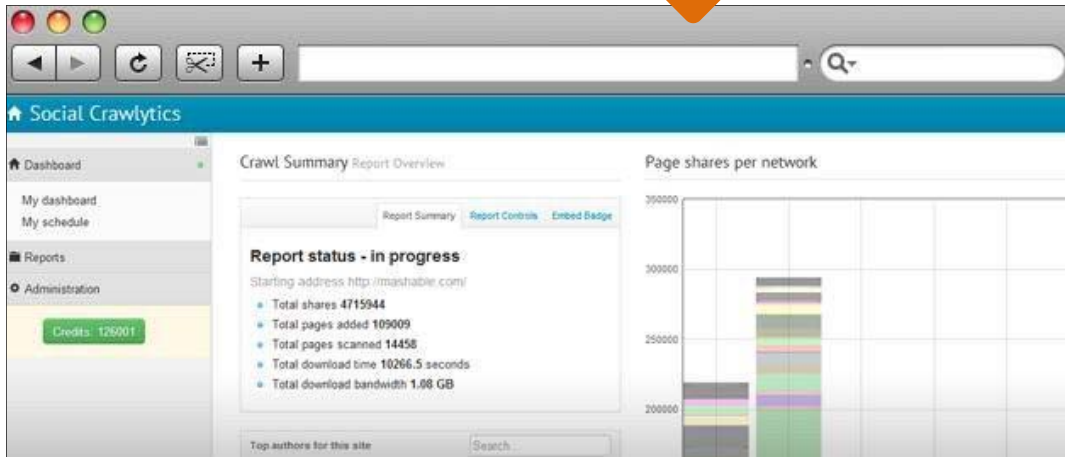


SocialCrawlytics

<https://socialcrawlytics.com/>

SocialCrawlytics is a great tool to help you figure out what content produced by your competitors is resonating with their audience – who you just may want to reach too. It crawls a site and shows how many social shares each URL has gotten.

Identify your competitor's most shared content on different social platforms



SEOGadget's Content Ideas Generator

<http://bit.ly/17rVXT1>

SEOGadget's Content Ideas Generator is a Google Doc that becomes populated with news stories, articles and tweets related to a topic. If you want to brainstorm content on "content marketing" you can simply enter that keyword and the generator will give you a treasure chest of ideas with one click of a button.

Type in your search query and source lot's of relevant news stories & articles



Search Query	Google News	Who & When?	Description	Bing News (best match)	Bing News (most recent)	Digg (m)
hotel	A New View at Chelsea Hotel[1]	Wall Street Journal - 9 hours ago	Ed Scheetz has become the Chelsea Hotel's new sole owner after buying back five properties from Joseph Chetrit, his partner in King & Grove Hotels who earlier this year purchased the Sony building on Madison Avenue for \$1.1 billion. Mr. Scheetz, the ...	Owner of America's 'dirtiest' hotel loses TripAdvisor lawsuit[2]	#N/A	#N/A
	Nine crazy, quirky hotel rooms around the world	USA TODAY - 22 hours ago	When many of us think of hotel rooms, we think of plain Jane corporate décor -- beige walls, beige bedding, beige curtains.	Hotel's defamation lawsuit dropped; renovation plans move forward	--	--
	Parking ramp for Uniland hotel project draws most focus at meeting	Buffalo News - 5 hours ago	Uniland Development Co. tried to focus attention Thursday	Iron Horse Hotel contractor wins \$2.5M judgment against Tim Dixon	--	--

Quora

<https://www.quora.com/>

Quora is a social question and answer platform. It can be a great resource of ideas for your various content topics. For example, if you search for “inbound marketing” you can see the top stories and trending questions. You can also look at questions that are currently unanswered.

You can see top stories or trending stories or trending stories for that topic.



You can view questions that have yet to receive answers. Maybe these are difficult subjects that you can create content for.

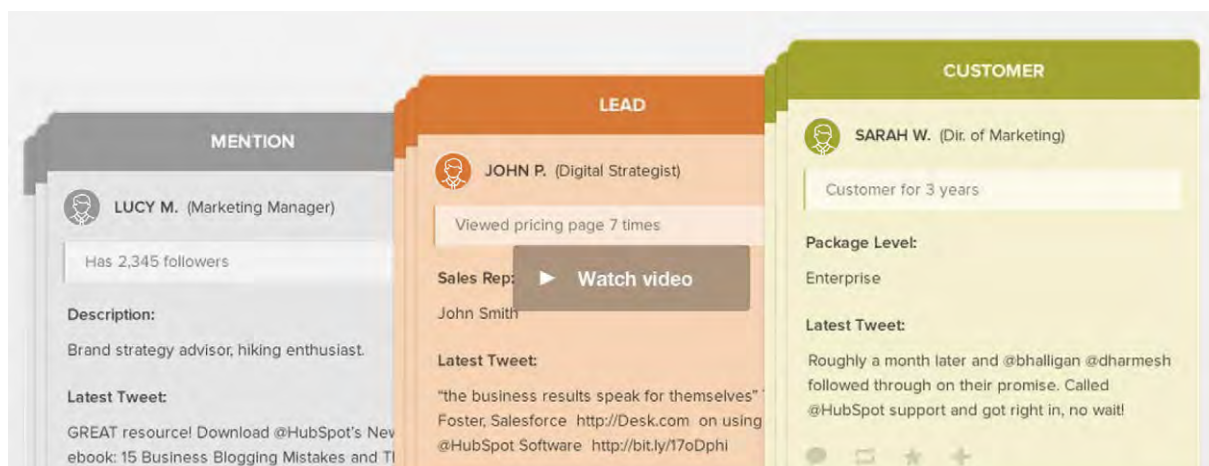


Social Inbox

<http://www.HubSpot.com/>

HubSpot’s Social Inbox takes monitoring further than keywords by focusing on the people who matter to your business. View social activity by customers, leads or any other segment you want.

You can set up monitoring streams based on keywords or twitter handles and get email notifications as soon as anyone on twitter mentions them. This enables you to see what your customers and leads are saying about your keywords and should provide lots of ideas for creating content.



1.17 REFLECT AND REVIEW

Even projects that have been extremely successful and delivered brilliant results will have areas that lessons can be learnt from - it is always worth reflecting on the process. It's highly unlikely that every single step of the process was executed with no hiccups, and even if the whole process ran smoothly, it's beneficial to make note of procedures that work particularly well.

Treating your plan as set in stone is fraught with risk. There are many reasons why you may need to adapt, such as seismic shifts within your industry or company, or a fresh opportunity that presents itself but requires resources to be acted on.

Be flexible.

For projects that didn't go as planned, you need to determine what you could do during future projects to prevent recurrence. If your content wasn't successful but there were no apparent issues or problems along the way, you will need to think back to the research and planning stages.

There will always be a case here in consulting the whole team when reflecting on the project, as individuals may have experienced problems that others weren't aware of or have suggestions for improvements that others haven't considered. A group discussion is an effective way of

reflecting on the project, as the whole team can work together to find solutions to the issues that arose. Indeed, a Brainstorming exercise in this case is often productive.

Asking individuals to be reflective and self-reflective, on their segment of the work is highly beneficial as you will start to see an improvement in the way that the progression of projects works. It's a standard part of management doctrine these days. Additionally, once people begin to hear about others' obstacles they may realise that there are ways in which they can adapt their own methods in order to make the process run more smoothly between stages.

At the end of the reflection period think about how the improvements you've come up with can be implemented into the next six-month plan for projects to come. This plan is the document informs the progression of the projects from start to finish so it is essential to revise its usage at the end of every project. Note; there is no right or wrong way to implement a six-month plan; it's important to begin to tailor it suit your team and style of working.

This includes revising the structure of your six-month plan as a document as a result of lessons from a finalised project, e.g. if there were confusions along the way it might be beneficial to add in columns of extra information. It's possible that important steps were missed out because they weren't included in the document, in which case you will want to make a note on the template to add this information in the future.

It could even be a case of the process of the developing the plan. Perhaps you want more of the team involved in the development of the plan, to revise the plan after three months or start the planning earlier on. Make sure to collate the opinions of the team too. What did they find useful to have in the six-month plan, and what might have made the process easier or more effective?

STEP ONE – REVIEW & IDENTIFY ISSUES

Look at every stage in your process and generate a list of issues

STEP TWO – RELATE ISSUES TO THE PLAN

What do the issues mean for the plan and for the stages in the plan? What do they mean in terms of resources? What good practice can be shared/implemented?

STEP THREE – ADAPT YOUR PLAN AND PROCESS

Make any changes needed.

Click [here](#) to reach Part III of III.